

The Winterport Area Business Association
Executive Committee Meeting
Tuesday, December 8, 2009
My Fork Restaurant
Winterport, Maine

Meeting began at 12:30 p.m.

Introductions of those members in attendance were conducted:

Bernie Littlefield, Bel Portraits - President
Tammy Higgins, Higgins' Business Services - Treasurer
Ann Ronco, Old Winterport Commercial House - Secretary

The purpose of this meeting was to set goals for the following year and discuss what direction we need to take.

Several items were discussed on the meetings themselves:

- Tammy suggested we need to let members speak first on topics before the executive committee weighs in. That way, members don't feel inhibited about voicing their opinions. It was decided to implement this with the January meeting.
- Ann said it seemed to work out well at one meeting when the executive committee sat with the members in the middle of the room instead of at a head table. It made it feel more like a group meeting rather than the executive committee being solely in charge. It was decided to start doing this beginning at the January meeting.
- Bernie suggested he read the mission statement of the association at the beginning of every meeting as a reminder as to what we are striving for. It was decided to do this too beginning in January.
- Another suggestion by Bernie was to change the beginning of the meeting as to how introductions are made. In the past members would just state who they are and what business they have. Further on into the meeting one business was then chosen to give a 60 second talk about their business. Instead, Bernie would like to incorporate both so when members make their introductions they can at that time have 60 seconds to talk about their business and what they do. It was decided this would begin at our January meeting.

An observation about our meetings was made by Tammy. She felt that we have the most attendance out of every other association meeting she attends monthly. We felt this was good that we are getting members to attend but need to find ways to get more members to attend.

Ann suggested we need to give a time line of when we are going to do things. She felt that sometimes everyone agrees about certain ideas but we never say when we are going to do them. It was decided to begin setting target time lines.

It was decided that we should setup a page on Facebook for WABA. In this way people not only find out about WABA but it could be a way to get referrals and make new contacts for its members. One of the best parts about this is that it is free advertisement. Ann will talk to Deb Newman to see if she can do this.

Tammy discussed the Business After Hours that she was planning on holding the next day but didn't know with the snow whether she would postpone it or not. If it was to be postponed, Bernie will send out a notice in the morning that it would be postponed to the following Wednesday, Dec. 16th. This would also coincide with tree lighting ceremony the same evening downtown.

Ann suggested someone contact Dr. Hersey about hosting the next Business After Hours. Bernie said he would do this. (Note: Dr. Hersey had asked to sponsor the next BAH.)

Ann brought up the suggestion raised before about possibly getting a DOT sign up where Rt. 1A meets Rt. 1 in Stockton Springs. It was determined that before the next meeting we need to talk to the other businesses who have done this to find out what the costs are.

Tammy stated that nothing has yet been done to update the members' business directory. Ann offered to do a preliminary update and then we can present it to the members to see what else can be included in it. It can then be printed and handed out at businesses, various functions, etc. We are considering this an ongoing item and no immediate timeline was discussed to have this finalized.

A comment was made that sometimes when business owners are asked why they don't attend the meetings that their comment is, "Well, what will I have to do." We need to emphasize to business owners that they make what they want to make out of it and that they aren't going to be made to do something. This association is about how it can help them.

Bernie talked about the newsletter that his business emails to customers. It was then asked why WABA doesn't do a newsletter to reach out its members, etc. Various members would be welcomed to write articles, a business listing bordering the newsletter could list the members, print historical facts, etc. At the January meeting Bernie will bring in a template for us to discuss how to do this and who will be responsible for sending it out.

We discussed various guest speakers. Several suggestions were made and it was decided that we need to bring this up at the next meeting and ask members who they want to hear from. Ann suggested that the beginning of the year is a great time to talk about taxes and asked Tammy if she would speak at the February meeting. This will be put on the agenda for February.

Ann asked when we could plan another breakfast meeting since the last one had such a great turn out. It was decided there would be one planned in the second quarter, either April, May or June.

Ann said there were a few other items that had been discussed in the past but no one has yet to work on them. It was decided for her to put a list together for the January meeting and we will ask which items the members would prefer the association pursue.

Meeting adjourned at 2:30 p.m.